

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. (Currently Amended) A method for a transmission system to transmit multimedia content to a plurality of mobile terminals over a radiocommunication network comprising:

a first step of a multimedia messaging services center (MMSC) server adapted to provide a point-to-point content transmission service transmitting a multimedia messaging services (MMS)-standardized point-to-point link notification including an identifier specific to a content over a dedicated point-to-point transmission channel to a plurality of mobile terminals, wherein said plurality of mobile terminals registered with said MMSC server as interested in said content prior to said first step;

a second step of said MMSC server transmitting a broadcast request to a multimedia broadcast multicast system (MBMS) broadcast multicast service center (BM-SC) server adapted to provide a broadcast content transmission service, said broadcast request including said content in its entirety and said identifier; and

a third step of said BM-SC server broadcasting a message including said content over a broadcast channel.

2. (Previously Presented) The transmission method according to claim 1, wherein, in said first step, said identifier sent to said plurality of mobile terminals is accompanied by a value corresponding to a waiting time for reception of said content by said plurality of mobile terminals and if said waiting time passes without said plurality of mobile terminals receiving said content, said plurality of mobile terminals requesting to download said content from said MMSC server via said dedicated point-to-point transmission channel.

3. (Canceled)

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Previously Presented) The transmission method according to claim 1, wherein said MMS-standardized point-to-point link notification is M-Notification.ind.

8. (Previously Presented) The transmission method according to claim 1, wherein said identifier includes uniform resource identifier information serving as a unique identifier.

9. (Previously Presented) The transmission method according to claim 1, further comprising said MMSC server transmitting a decryption key to said plurality of mobile terminals for use by said plurality of mobile terminals in decrypting said content.

10. (Canceled)

11. (Currently Amended) A method of reception of multimedia content by mobile terminals adapted to communicate via a radiocommunication network with a point-to-point content transmission multimedia messaging services center (MMSC) server, said method comprising:
a first step of mobile terminals receiving an identifier specific to a multimedia messaging services (MMS) content from said MMSC server in an MMS-standardized point-to-point link notification over a dedicated point-to-point

radiocommunication network transmission channel, wherein said mobile terminals registered with said MMSC server as being interested in said MMS content prior to said first step;

a second step of said MMSC server transmitting said MMS content in its entirety and said identifier in an MMS broadcast request to a multimedia broadcast multicast system (MBMS) broadcast multicast service center (BM-SC) server adapted to provide a broadcast content transmission service; and

a third step of said mobile terminals receiving a message from said BM-SC server over a broadcast channel including said MMS content and said identifier.

12. (Previously Presented) The reception method according to claim 11 further comprising:

said mobile terminals receiving a decryption key over said dedicated point-to-point radiocommunication network transmission channel; and

said mobile terminals utilizing said decryption key to decrypt said MMS content.

13. (Previously Presented) The reception method according to claim 11 further comprising:

said mobile terminals receiving a value accompanying said identifier corresponding to a waiting time for reception of said MMS content, wherein if said waiting time passes without said mobile terminals receiving said MMS content, said mobile terminals requesting to download said MMS content from said MMSC server via said dedicated point-to-point radiocommunication network transmission channel.

14. (Currently Amended) The transmission method according to claim 7 further comprising:

said MMSC server receiving an M-NotifyResp.ind acknowledgement ~~messages~~ message from said plurality of mobile terminals receiving said M-Notification.ind

messages message.

15. (Previously Presented) The transmission method according to claim 14 wherein said second step occurs upon receiving said M-NotifyResp.ind acknowledgement messages.

16. (Previously Presented) The reception method according to claim 11 further comprising:

said mobile terminals receiving a value accompanying said identifier corresponding to a waiting time for reception of said MMS content, wherein if said waiting time passes without said mobile terminals receiving said content, said mobile terminals requesting to download said MMS content from said MMSC server via said dedicated point-to-point radiocommunication network transmission channel.

17. (Currently Amended) A method for a transmission system to transmit multimedia content to a plurality of mobile terminals over a radiocommunication network comprising:

a first step of a first server adapted to provide a point-to-point content transmission service transmitting a point-to-point link notification including an identifier specific to a content over a dedicated point-to-point transmission channel over a radiocommunication network transmission channel to a plurality of mobile terminals, wherein said plurality of mobile terminals registered with said first server as interested in said content prior to said first step;

a second step of said first server transmitting a broadcast-request to a second server adapted to provide a broadcast content transmission service, said broadcast request including said content in its entirety and said identifier; and

a third step of said second server broadcasting a said message including said content over a broadcast channel.

18. (Previously Presented) The method of claim 17, wherein said identifier includes uniform resource identifier information serving as a unique identifier.

19. (Previously Presented) The method of claim 17 wherein said first server is a multimedia messaging services center (MMSC) server and said second server is a multimedia broadcast multicast system (MBMS) broadcast multicast service center (BM-SC) server.

20. (Previously Presented) The method of claim 19 wherein said point-to-point link notification is a multimedia messaging services (MMS)-standardized point-to-point link notification M-Notification.ind message.

21. (Currently Amended) The method according to claim 17 wherein, said identifier is accompanied by a value corresponding to a waiting time for reception of said content by said plurality of mobile terminals, wherein at least one of said plurality of mobile terminals requesting to download said content ~~from said second server~~ via said dedicated point-to-point transmission channel when said waiting time passes without said at least one of said mobile terminals receiving said content.

22. (Currently Amended) The method according to claim 17, further comprising said ~~second~~ first server transmitting a decryption key to said mobile terminal for use in decrypting said content.

23. (New) The transmission method according to claim 1, further comprising the wherein the plurality of mobile terminals indicate interest in said content in the context of a promotional campaign.

24. (New) The transmission method according to claim 1, further comprising the wherein the plurality of mobile terminals indicate interest in said content through subscriptions.

25. (New) The reception method according to claim 11, further comprising the wherein the plurality of mobile terminals indicate interest in said content in the

context of a promotional campaign.

26. (New) The reception method according to claim 11, further comprising the wherein the plurality of mobile terminals indicate interest in said content through subscriptions.